

ABSTRACT OF DISCLOSURE

5 A functionally-integrated consumer product marketing, merchandising and
education/information system and method which enables manufacturers, retailers, their
respective agents, and consumers to carry out four basic product-related functions along the
demand-side of the retail chain, namely: enabling manufacturers' marketing, brand and/or
product managers to create and manage a composite brand image for each consumer product
being offered for sale in both physical and electronic marketplaces; enabling manufacturers,
retailers, and their advertising and marketing agents to display consumer product advertisements
10 to consumers, at or near the point of purchase or sale within both physical and electronic retail
shopping environments, in a way which is guaranteed to project the manufacturer's intended
brand image while positively influencing product demand; enabling retailers, manufacturers, and
their marketing and promotional agents to promote consumer products with consumers within
physical and electronic retail shopping environments in order to positively influence (i.e. reduce)
the supply of such products in inventory and promote sales and profits; and enabling consumers
to request and obtain reliable information about a manufacturer's product in order to make
informed/educated purchases along the demand side of the retail chain, while enabling retailer
purchasing agents to request and obtain reliable information about a manufacturer's product in
order to make informed/educated purchases along the supply side, thereby influencing product
20 demand in a positive manner.